

Application No. 09/813,033
Response to Final Office Action

Customer No. 01933

R E M A R K S

Reconsideration of this application, as amended, is respectfully requested.

THE CLAIMS

Independent claims 1 and 27 have been amended to more positively recite the subject matter previously recited in the preambles thereof in the bodies of the claims.

In addition, independent claim 14 has been amended to make a few minor clarifying amendments.

Still further, claims 3, 5, 16 and 18 have been amended to correct some minor antecedent basis problems.

No new matter has been added and no new issues have been raised which require further consideration on the merits and/or a new search. Accordingly, it is respectfully requested that the amendments to the claims be approved and entered under 37 CFR 1.116.

It is respectfully submitted, moreover, that the amendments to the claims are not related to patentability, and do not narrow the scope of the claims either literally or under the doctrine of equivalents.

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THE PRIOR ART REJECTION

Claims 1-30 were rejected under 35 USC 102 as being anticipated by USP 6,064,979 (previously cited "Perkowski"). This rejection, however, is respectfully traversed.

According to the present invention as recited in each of independent claims 1, 14 and 27, an information resource for printed matter is accessed as a result of an operation of:

(i) optically reading with a reading device an optically readable coded image which is on the printed matter and is obtained by encoding a URL to be used for specifying the information resource on the Internet and which further includes the ID information, (ii) restoring the URL and the ID information from the read coded image, and (iii) accessing the information resource corresponding to the restored URL via an access device which is connected to the reading device, wherein the printed matter contains a visually readable printed image including at least one of characters and a photographic image and the optically readable coded image. And according to the present invention as recited in each of independent claims 1, 14 and 27, an issuer of the printed matter carries out marketing research by utilizing the ID information and the access information on the accesses as stored in the information resource.

That is, according to the claimed present invention, the coded image includes both the encoded URL, so that the consumer

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of the printed matter can access the information resource relating to the printed matter, and ID information that can be used by the issuer of the printed matter to perform market research based on the ID information and access information relating to accesses to the information resource with respect to the printed matter.

It is respectfully submitted that Perkowski does not disclose, teach or suggest a coded image containing a URL and ID information in the manner of the claimed present invention.

By contrast, it is respectfully submitted that Perkowski merely discloses that a database is maintained on the internet to correlate the UPC numbers of products with additional information that is available on the Internet. That is, according to Perkowski, the conventional UPC number of a product, which is encoded in a bar code, is used to look for additional Internet resources relating to the product, using the system disclosed by Perkowski to connect UPC's with Internet resources.

It is respectfully pointed out, moreover, that Perkowski clearly explains that UPC's consist of a 12 digit number that includes a manufacturer number (6 digits), a product number (5 digits) and one digit used to check proper reading of the bar code by the bar code reader.

Clearly, the 12 digits of the UPC code do not encode a URL and include ID information relating to a product that can be used

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in market research, in the manner of the coded image of the
claimed present invention.

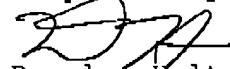
It is respectfully submitted, therefore, that the present
invention as recited in independent claims 1, 14 and 27, and
claims 2-13, 15-26 and 28-30 respectively depending therefrom,
clearly patentably distinguishes over Perkowski, under 35 USC 102
as well as under 35 USC 103.

* * * * *

In view of the foregoing, entry of this Amendment, allowance
of the claims and the passing of this application to issue are
respectfully solicited.

If the Examiner has any comments, questions, objections or
recommendations, the Examiner is invited to telephone the
undersigned at the telephone number given below for prompt
action.

Respectfully submitted,



Douglas Holtz
Reg. No. 33,902

Frishauf, Holtz, Goodman & Chick, P.C.
220 Fifth Avenue - 16th Floor
New York, New York 10001-7708
Tel. No. (212) 319-4900
Fax No. (212) 319-5101

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